

CCC Early Detection and Screening Committee Meeting Minutes
 Wednesday, March 14, 2007
 2:00 – 3:30 pm

Location: AZ Department of Health Services, 1740 Bldg, Room 204
 Conference Call-in number 602-542-9004

Attendees: Richard Jones, Marilyn Gardner, Connie Williams, Kendra Sabol, Jessica Han, Sharon Jaycox, Jennifer Lenz, Susan Priest
 Apologies: Nate Smith, Jacqueline Manker. Due to technical difficulties Susan Brown, Kathy Sponagle, and others attempted to join the call but were unable to connect.

Agenda Items	Discussion	Follow-up Items
Review 1/10/2007 Minutes	Previous meeting minutes were reviewed. One change was made to correct Susan Pierce to Susan Priest. No other changes were made.	
Women's Health Week	<p>Marilyn Gardner reported that there are 17 partnering organizations across the state of Arizona with 22 events planned during Women's Health Week. Women's Health Week kicks off Mother's Day, May 13th through May 19th. Events include health expos, mobile mammography screening events, speakers, etc. All events are posted on the National website.</p> <p>The State is hosting a Women's Expo at the Capitol during the week and vendors are being confirmed.</p> <p>In addition, a provider education conference is being sponsored by the Well Woman HealthCheck Program and Merck on May 17th. The conference will focus on breast cancer, gynecological cancer, endometrial cancer, and HPV vaccine information. At this time CME's are being applied for and Merck is sponsoring the lunch. The target audience is 100 providers including Nurse Practitioners, Physician Assistants, MD's, and other providers and participants interested. A save the date and more information will go out once the agenda is finalized.</p> <p>Some sites are requesting education materials in support of the events they are having. They are requesting 900 pieces by April 10th to go out to the sites in time for their events in May.</p> <p>The committee felt it could supply the site requesting information with information on breast, cervical, and colorectal cancer screening information.</p> <p>In addition, KOI radio has agreed to support Women's Health Week by providing health messages throughout the week. Idea to provide them with existing PSA's for placement.</p>	<p>Marilyn Gardner to send out save the date information on the Provider Education Conference.</p> <p>Jennifer Lenz and Kendra will explore materials and budget to reproduce materials for these event requests.</p>
CCC Committee Chair and Steering Committee Retreat	Kendra Sabol reported on the CCC Committee Chair and Steering Committee Retreat that was held in February. Friday night of the retreat, committee chairs were asked to attend to discuss issues, ideas, and feedback to the Steering Committee. Ideas for improved communication between committee chairs and the Steering Committee was discussed as well as ideas to improve cross-committee communication was addressed. On Saturday, the Steering Committee	

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	involved some potential new Steering Committee members and brainstormed on issues related to vision, perception of the coalition in the community, recruitment and retention of members and chairs, marketing efforts. Efforts to make progress in some of these areas resulted in an action plan and a brief report will be presented at the next coalition meeting.	
CCC Colorectal Cancer Screening Update	<p>Kendra Sabol updated the committee on the Colorectal Cancer Marketing Campaign. The program was allocated \$1 million in the first year to develop a media campaign with a second year to implement a colorectal cancer screening program. The campaign is in the formative research stage and 7 focus groups are being conducted in April in the four target cities including Phoenix, Tucson, Yuma, and Flagstaff. Focus groups are being conducted in English and Spanish and will attempt to determine barriers to screening and a campaign will be developed.</p> <p>Arizona CCC staff participated on a conference call with pilot sites that have a colorectal cancer screening project in place. Most sites use the FOBT as the primary screening test and then colonoscopy if positive FOBT. Several pilot sites brought up issues related to follow-up. Kendra will be attending the Cancer Research and Prevention Foundation Conference in Maryland that has a focus on a dialogue for action to increase colorectal cancer screening. In addition there is a module on Colorectal Cancer at a June Leadership Institute conference in which 16 local people are attending. All of this information will be used to help develop the screening program.</p> <p>Dr. Peter Lance from the Arizona Cancer Center in Tucson has been selected to be the Medical Director for the screening program and given names and organizations that are key contacts to be included in the development of the program. The program will be modeled after the Well Woman HealthCheck Program targeting the uninsured/underinsured population.</p>	
Susan G. Komen – grant application	<p>Marilyn reported that our train-the-trainer lay health advisor breast health program was not funded. Since the program is already written, alternative funding sources are being explored. The Well Woman HealthCheck Program has agreed to produce the tool-kits and funding will be to provide the training and support the implementation of the program. Dr. Jones mentioned that he would like a copy of the grant as he may have contacts willing to fund such a program.</p> <p>This committee will be used to help design the content of the tool-kits and ensure implementation of the program.</p>	<p>Jennifer to get Dr. Jones a copy of the grant.</p> <p>Marilyn and Jennifer to explore alternative funding sources.</p> <p>Marilyn to bring content information and design to the April meeting for review and feedback.</p>
Us Too Prostate Cancer	Nate from Us TOO was not able to join the call today but hopes to participate in	

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	future calls. Sharon Jaycox reported that she attended the Us Too Prostate Cancer training. Training focused on informing others on prostate cancer, risk factors, early detection, treatment and how to talk to the public on all aspects of prostate cancer from diagnosis to treatment, quality of life issues, medication side effects etc.	
Review of Strategies & Activities	The committee reviewed the logic model summary table and recommendations from the University of Arizona Evaluation Team. Please refer to the summary table to view updates and changes.	Jennifer Lenz to update the Summary Table and send back to U of A.
March – Colorectal Cancer Awareness Month	<p>Jennifer Lenz reported that CDC Screen for Life materials were ordered by several staff as ADHS and external partners in early January but not received. CDC did send a copy of Screen for Life PDF print ads. The information was distributed to local newspapers in the state encouraging them to print the ads. In addition, CDC will attempt to place the print ads in national magazines and newspapers. We are to be receiving in a separate mailing the new TV and radio PSA's and TV and radio distribution lists. All the print posters, fact sheets, brochures PDF's are available on the CDC website.</p> <p>At the last meeting, a potential press release was discussed as an option to increase awareness. Jennifer reported back that a press release was crafted by the department's Marketing Manager and submitted but was not approved to be released as the Executive Communications staff's position on this is that a month designated for awareness does not count as news. In the future if there is an event or fundraiser etc., in support of Colorectal Cancer Awareness Month, a press release may be appropriate. The ADHS Marketing Team will however send out letters to encourage broadcast of the Screen for Life materials expected from CDC in the next few weeks to encourage local broadcast.</p> <p>The committee discussed the best opportunity for this year is to make the Screen for Life information available to organizations. Jennifer will forward the Screen for Life link to Kendra for placement in the CCC Coalition weekly list and encourage partners to share and promote this information.</p>	Kendra agrees to include Screen for Life information and link to Coalition members during Colorectal Cancer Awareness Month.
Review Action Item Log	The action item log was reviewed and updated to reflect updated information. Please refer to the action item log for updated items.	
Disparities Committee Collaboration	Dr. Tim Flood a member from the Disparities Committee shared information that the disparities committee is also looking at similar issues of the Early Detection and Screening Committee and there might be opportunities to collaborate. Tim also suggests that we invite someone from the Disparities Committee to come give a more formal presentation of their efforts. Tim has developed a matrix in order to provide a tool to communicate cancer information that can be helpful to decision	

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	makers at the community level. This matrix helps to illustrate what disparities exist for the defined community including cancer site and what the greatest opportunity for impact may be. This information may help decision makers determine how they want to engage the priority population. An important part of communicating information in this tool, is that there is not always an intervention at every cancer site. The committee agrees to look at potential opportunities to collaborate.	
Sharing of Current Initiatives	<p>AHCCCS – Connie reports that AHCCCS is looking at the breast and cervical cancer efforts and working on performance related to these. They have been using Televox messaging to members as well as outreach materials. A meeting group has been formed to review literature and determine if there are any other effective strategies.</p> <p>Aetna – Dr. Jones reports that they are offering a “bonus” for their consumer directed products including adding money to health savings accounts for members getting appropriate screenings such as colonoscopy and mammography. This has been in place for about 1 year and is slowing ramping up including some new offerings related to exercise.</p>	
Next Meeting Date	Wednesday, April 18 th from 2:00 – 3:30 pm. Dial-in information and location to be supplied at a later date.	Jennifer Lenz to schedule next meeting and distribute date, time, and meeting location information.